

The Art of Neighborhood Communications: “Can You Hear Me Now?”



Tactics We Can Use Are:

“How do I get the word out to my neighbors about an event or activity?”

- ☐ News Releases
- ☐ Event Announcements/Media Opportunities
- ☐ Newsletters
- ☐ Social Media
- ☐ Email list/Direct Mail
- ☐ Website



Ways to Publicize Our Events

- Workshops
- Fundraisers
- Lectures
- On-going programs (reminder)
- Word-of-Mouth
- Community Message Boards
- Social Media Outlets



What is a News Release?

- A planned news story used to communicate information to the media about an event/activity your group has planned or has completed.
- A tool to generate publicity—or free advertising for your group.



Types of Media Outlets that Receive Your News Releases

- Newspapers
- Television Stations
- Radio Stations
- Social Media



How Is This NEWS?

**A CLEAR, CONCISE MESSAGE
IS IMPORTANT TO GETTING
YOUR NEWS RELEASE
COVERED BY THE MEDIA.**



The Five “W’s” Are Essential to Your Message

- Who?

Who are you?

- What?

What is your activity/event?

- When?

What time is your event starting/ ending? What date have you set?

- Where? Location?

- Why?

Why is your event important?





What is an Event Announcement?

A brief “who-what-when-where” notice of any event of public interest.

Distributed both online and in print, (i.e. Memphis Flyer, Commercial Appeal, LinkHUB, Tri-State Defender, social media, etc.)



When You Send An Event Announcement, Be Sure To:

- ❑ List a string of facts: event, date, place and contact with phone number.
- ❑ Include the date you want the list to appear.
- ❑ You should send the listing two weeks before you want it to appear, but check the deadline of the particular paper to be sure.



Key Information

- DATE: Place the date on top of the page. The date of the release tells the editor when the release should be published. If the time of the release does not matter, write “FOR IMMEDIATE RELEASE.”
- HEADLINE: Write a headline on the top of the page to grab the editor’s attention.
- BODY: The body of the release should be written in a clear style of a news story with short paragraphs. It should have line spacing of 1.5 with wide side margins to make it easier to read and edit. The who, what, when and where information should come in the first paragraphs and should be followed by how and why information.
- SPEND SOME TIME CRAFTING THE HEADLINE TO GRAB ATTENTION!!



NEWS RELEASE

FOR IMMEDIATE RELEASE

MEMPHIS' NEIGHBORHOODS WORK TOGETHER TO HOST CITY-WIDE FESTIVAL

February 27, 2014 -- The Office Community Affairs (OCA) is hosting Neighborfest 2014, which will be held on Saturday, October 18, 2014. The festival will be held on the parking lot of the Office of Youth Services and Community Affairs at 315 South Hollywood Street, located off Central and Hollywood next to Liberty Bowl Memorial Stadium. Festivities will be from 10:00am until 4:00pm

Neighborfest 2014, is a celebration of Memphis' neighborhoods will include multi-cultural exhibits, food, and live entertainment that will be family friendly, educational, and most importantly fun. The festival will also celebrate, and spotlight the accomplishments of Memphis' neighborhood, community and civic organizations. The event gives neighborhood associations an opportunity to share best practices, display their projects and accomplishments and recruit new members into their organizations.

The renowned Hattiloo Theater is sponsoring entertainment, which will feature an eclectic and multi-ethnic cadre of musicians, dancers and actors throughout the day. Jacob's Ladder/Beltline Youth Enrichment Center will host children's activities, which will include free carnival rides, face painting and arts and crafts. Memphis Mayor AC Wharton will announce winners of The BEST Neighbor Award for neighborhood associations that worked to help provide safe and vibrant neighborhoods.

Sponsoring partners for Neighborfest are Memphis Tourism Foundation, Federal Reserve Bank of St. Louis, Memphis Housing Authority and Department of Housing and Community Development, Ulysses Cosby State Farm Insurance Company, Christ Community Health Services, Habitat for Humanity. Admission and parking is free.

Additional festival and the Booth Participant application can be obtained by going online to www.memphistn.gov or by contacting the Office of Community Affairs at 901-636-6507.

—END—

IMPORTANT POINTERS



- Never write more than two pages.
- If you go to a second page write “**MORE**” on the bottom of the first page.
- Be sure to include a telephone number and a contact person so the media representative can follow-up if they have questions.
- Write captions for photographs—include names left to right.
- **PROOFREAD, PROOFREAD, PROOFREAD!**



MEDIA OPPORTUNITY(Example)

FOR IMMEDIATE RELEASE

MEMPHIS ANIMAL SERVICES CELEBRATES RESPONSIBLE PET OWNERS MONTH WITH NEW LOGO AND COMMUNITY OUTREACH

Memphis, Tenn. - In observance of Responsible Pet Owners Month, Memphis Animal Service (MAS) will unveil its' new logo and announce upcoming community outreach efforts.

The kick-off is scheduled for:

Friday, February 1, 2013

10:00 AM

Memphis Animal Services

2350 Appling City Cove

FOR IMMEDIATE RELEASE

Memphis Music Commission Hosts Screening for Memphis Legend

Memphis, Tenn. - The Memphis Music Commission, in conjunction with the Stax Museum of American Soul Music, is hosting a VIP Premiere Screening of UNSUNG featuring the iconic life and career of multi-platinum, Oscar and Grammy winning recording artist Isaac Hayes.

The showing will be held at Stax Museum on Tuesday, January 22 at 6:00 p.m. To attend, please RSVP by January 18, 2013 to 576.6850.

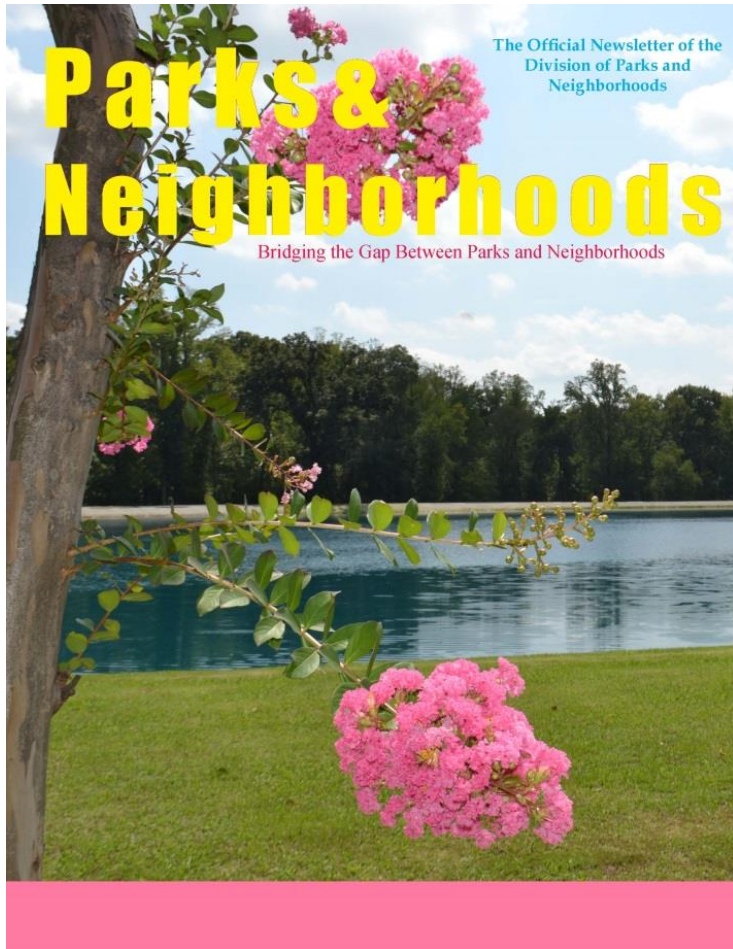
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Where and When to Send the Release

- ❑ E-mail the release at least 10 business days before your event.
- ❑ Address it to the News Desk, Neighborhood News or Public Affairs editors.
- ❑ FOLLOW-UP! FOLLOW-UP! **FOLLOW-UP!**
(Just because your event item was submitted, does not mean it got to the right person, desk, office.)
- ❑ See the Local Resources section in the back of this guide for contact information.



Newsletters



Showcase and promote
upcoming events,
meetings:

- Home addresses
- Emails
- Website
- Social Media

Social Media Is Your Friend!

- Facebook
- Twitter
- LinkedIn
- Instagram
- You tube
- Neighborpal- a social network for neighbors
<http://www.neighborpal.com/>



Using Email to Communicate

Directly contact your neighbors for FREE by gathering email addresses at your community events and activities.

- Free email databases (Google, Yahoo, etc.)
- Website: [http:// i-neighbors.org](http://i-neighbors.org)
- Constant Contact
- Mail Chimp (Free)



Using the Robocall System

Directly contact your neighbors for FREE by gathering telephone numbers at community events.

1. Compile the numbers in an excel sheet
2. Record the message
3. Schedule the call

Contact:

KeNasha Parker, PRD

City Watch Coordinator

201 Poplar, Room# 10-09

Memhis, Tn 38103

901-636-3103

citywatch@memhphistn.gov

Free resources offered to Neighborhood Associations

- Neighborhoodlink- Connect Your Community With a FREE Website!

<http://www.neighborhoodlink.com/>

- i-Neighbors- [http:// i-neighbors.org](http://i-neighbors.org)
- Nextdoor.com
- These sites are also great for HOA's!!



How to Connect with City Government

- Mayor's Office
 - ▣ Proclamations/Letters - Tara Tate 636-6000
 - ▣ Appearances –Mina Becton 636-6016
 - ▣ Via email at mayor@memphistn.gov
- Office of Community Affairs – 636-6507
- 311 - To report neighborhood problems (i.e. graffiti, blight, debris, etc.)



Local Media Resources

TELEVISION

Channel 3 WREG/CBS

901-543-2111

news@wreg.com

Channel 5 WMC-TV/NBC

901-726-0416

news@wmctv.com

Channel 13 WHBQ/FOX

901-320-1340

news@myfoxmemphis.com

Channel 24 /Eyewitness News/ABC

901-321-7668

newsdesk@abc24.com

PRINT

Commercial Appeal

Emily Keplinger

901.529-2780

Keplinger [@commercialappeal.com](mailto:em@commercialappeal.com)

Memphis Daily News

523-1561

releases@memphisdailynews.com

LaPrensa Latina News Magazine

P 751-2100

F 751-1202

info@laprensa-latina.com

Memphis Flyer

Brucev@memphisflyer.com

521-9000

Tri-State Defender

526-1818

editor@tri-statedefender.com

RADIO

Clear Channel Radio

901-259-6440

K-97, WDIA, WHAL, V-101

EileenCollier@clearchannel.com

Entercom Radio

767-0104

bcarson@641kqk.com

[mlmorgan@entercom](mailto:mlmorgan@entercom.com)

Flinn Broadcasting

Hot 107

P 901-375-9324

mail@flinn.com

Cumulus Radio- 901-382-1106

Sydney.nabors@cumulus.com

Mikki.jimenez@cumulus.com

WRBO 103.5, WGKX KIX 106,

WSSR FM98.1

WBBP – AM 1480

901-278-7878

WLOK AM 1340

901-527-9565

programming@wlok.com

Q and A

